

44. (Currently amended) A system for using a color scheme to communicate software application functionality associated with an incoming event notification and related to the integration of hardware and software in a computing device, comprising:

a processor; and

a memory having computer-executable instructions stored thereon, wherein the computer-executable instructions are configured to:

provide a first software application of an operating system associated with a first mobile partner and a second software application of a communication application associated with a second mobile partner, wherein the first and second software applications associate a function with a soft key according to an incoming event notification, wherein the function of the soft key is selectable by receiving an input from a hardware button;

associate a color scheme with the first and second software applications to indicate that the function of the soft key is associated with the hardware button, wherein the color scheme includes a first brand extension color scheme for a first mobile partner and a second brand extension color scheme for a second mobile partner;

receive an incoming event notification that instantiates the first software application on the computing device, wherein the first software application determines software functionality options for the software key for responding to the incoming event notification;

illuminate the soft key and the hardware button on the computing device according to the first brand extension color scheme to indicate that the hardware button is associated with the soft key functionality for responding to the incoming event notification according to functionality of the operating system and to indicate that the first software application is associated with the first mobile partner;

receiving a second incoming event notification, wherein the second incoming event notification is communication notification that cause an automatic instantiation of the second software application; and

~~instantiating the second software application; and~~

in response to automatically instantiation the second software application,
automatically illuminate the soft key and the hardware button on the computing device according to the second brand extension color scheme to indicate that the hardware button is associated with the soft key functionality for responding to the communication notification according to functionality of the communication application and to indicate that the second software application is associated with the second mobile partner.

45. (Previously presented) The system of Claim 44, wherein illuminating the hardware button further comprises illuminating an illuminating element, wherein the illuminating element is at least one member of a group comprising: a tri-colored light emitting diode and an electro-luminescence light.

46. (Previously presented) The system of Claim 44, wherein the incoming event notification is associated with an incoming call.

47. (Previously presented) The system of Claim 44, wherein the color scheme changes to communicate information corresponding to elapsed time associated with the software application.

48-49 (Cancelled)

50. (Previously presented) The system of Claim 44, wherein the first and second brand extension schemes are associated with service providers.

51. (Previously presented) The system of Claim 44, wherein the first and second brand extension schemes are associated with operator equipment manufactures.

52. (Previously presented) The system of Claim 44, wherein the first and second brand extension schemes are associated with an application on the computing device.

REMARKS/ARGUMENTS

The claims have been amended as set forth above. Claims 2-5, 9-31, 39-40 and 48-49 are cancelled. No new matter has been added. Applicants believe that the claims are in condition for allowance.

I. Examiner Interview Dated October 22, 2007

An interview was held on October 22, 2007. Applicants believe that an agreement was reached that the current changes overcome the cited references. Examiner Washburn indicated that he would need to update his search. Applicants respectfully request another interview if the claims still include issues after the updated search has been conducted. Applicants thank Examiner Washburn for his time.

II. Claim Objections

The informalities in claims 1, 23 and 44 have been corrected as set forth above in the claims. Claims 36-43 have been amended to recite a computer-readable storage medium. Claims 26, 29, 39, 40, 48 and 49 are cancelled. Accordingly, applicants believe that the objections have been addressed.

III. Rejection Under 35 U.S.C. 103(a)

Claims 1, 6, 7, 32-37, 41-46, and 50-52 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent No. 5,737,394 issued to Anderson et al. (hereinafter "Anderson") in view of U.S. Patent Publication No. 2002/0183098 published to Lee et al. (hereinafter "Lee") and further in view of U.S. Publication No. 2004/0253976 published to Lin (hereinafter "Lin") and further in view of U.S. Publication No. 2002/0045465 published to Kishida et al. (hereinafter "Kishida") and further in view of U.S. Publication No. 2002/0198931 published to Murren et al. (hereinafter "Murren"). Claim 8 is rejected under 35 U.S.C. 103(a) as being unpatentable over Anderson in view of Lee and further in view of Lin and further in view Kishida and further in view of Murren and further in view of U.S. Patent No. 6,762,740 issued to Kimura (hereinafter "Kimura"). In light of the claim amendments herein, applicants respectfully disagree with the

rejection. Independent claim 1 includes the following combination of features that is not taught or suggested over the cited references:

providing a first software application of an operating system associated with a first mobile partner and a second software application of a phone application associated with a second mobile partner, wherein the first and second software applications associate a function with a soft key according to an incoming event notification, wherein the function of the soft key is selectable by receiving an input from a hardware button;

associating a color scheme with the first and second software applications to indicate that the function of the soft key is associated with the hardware button, wherein the color scheme includes a first brand extension color scheme for a first mobile partner and a second brand extension color scheme for a second mobile partner;

receiving an incoming event notification that instantiates the first software application on the computing device, wherein the first software application determines software functionality options for the software key for responding to the incoming event notification;

illuminating the soft key and the hardware button on the computing device according to the first brand extension color scheme to indicate that the hardware button is associated with the soft key functionality for responding to the incoming event notification according to functionality of the operating system and to indicate that the first software application is associated with the first mobile partner;

receiving a second incoming event notification, wherein the second incoming event notification is an incoming phone call that cause an automatic instantiation of the second software application; and

in response to automatically instantiation the second software application, automatically illuminating the soft key and the hardware button on the computing device according to the second brand extension color scheme to indicate that the hardware button is associated with the soft key functionality for responding to the incoming event notification according to functionality of the phone application and to indicate that the second software application is associated with the second mobile partner.

The above features are not taught or suggested by the cited references. Anderson pertains to a portable telephone that includes changeable keys that have dedicated functions. Lee teaches

a lighted key pad that illuminates to indicate a caller associated with caller identification. Lin teaches lighting up keys of a mobile phone to guide a user through an application. Kishida teaches providing a background image for a cellular telephone upon startup of the telephone. Murren pertains to sending skins and branding information to a device based on the device that is making the request. Kimura teaches storing a color associated with date information. None of the references teach or suggest the combination of features of amended claim 1. In particular, neither reference teaches "providing a first software application of an operating system associated with a first mobile partner and a second software application of a phone application associated with a second mobile partner, wherein the first and second software applications associate a function with a soft key according to an incoming event notification, wherein the function of the soft key is selectable by receiving an input from a hardware button." Also, neither reference teaches "illuminating the soft key and the hardware button on the computing device according to the first brand extension color scheme to indicate that the hardware button is associated with the soft key functionality for responding to the incoming event notification according to functionality of the operating system and to indicate that the first software application is associated with the first mobile partner," "receiving a second incoming event notification, wherein the second incoming event notification is an incoming phone call that cause an automatic instantiation of the second software application ", and "in response to automatically instantiation the second software application, automatically illuminating the soft key and the hardware button on the computing device according to the second brand extension color scheme to indicate that the hardware button is associated with the soft key functionality for responding to the incoming event notification according to functionality of the phone application and to indicate that the second software application is associated with the second mobile partner." Accordingly, applicants assert that claim 1 is in condition for allowance.

With regard to independent claims 35, it includes similar features as independent claim 1. Applicants rely on the arguments associated with claim 1 in support for the features of claim 35. With regard to independent claim 44, independent claim 44 recites a communication application. Applicants assert that the references do not teach or suggest such a feature. With regard to the dependent claims, they include features that are not taught or suggested by the cited reference.

Moreover, those claims ultimately depend from independent claim 1. As such, they are thought allowable for at least those same reasons.

IV. Request For Reconsideration

In view of the foregoing amendments and remarks, all pending claims are believed to be allowable and the application is in condition for allowance. Therefore, a Notice of Allowance is respectfully requested. Should the Examiner have any further issues regarding this application, the Examiner is requested to contact the undersigned attorney for the applicant at the telephone number provided below.

Respectfully submitted,

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